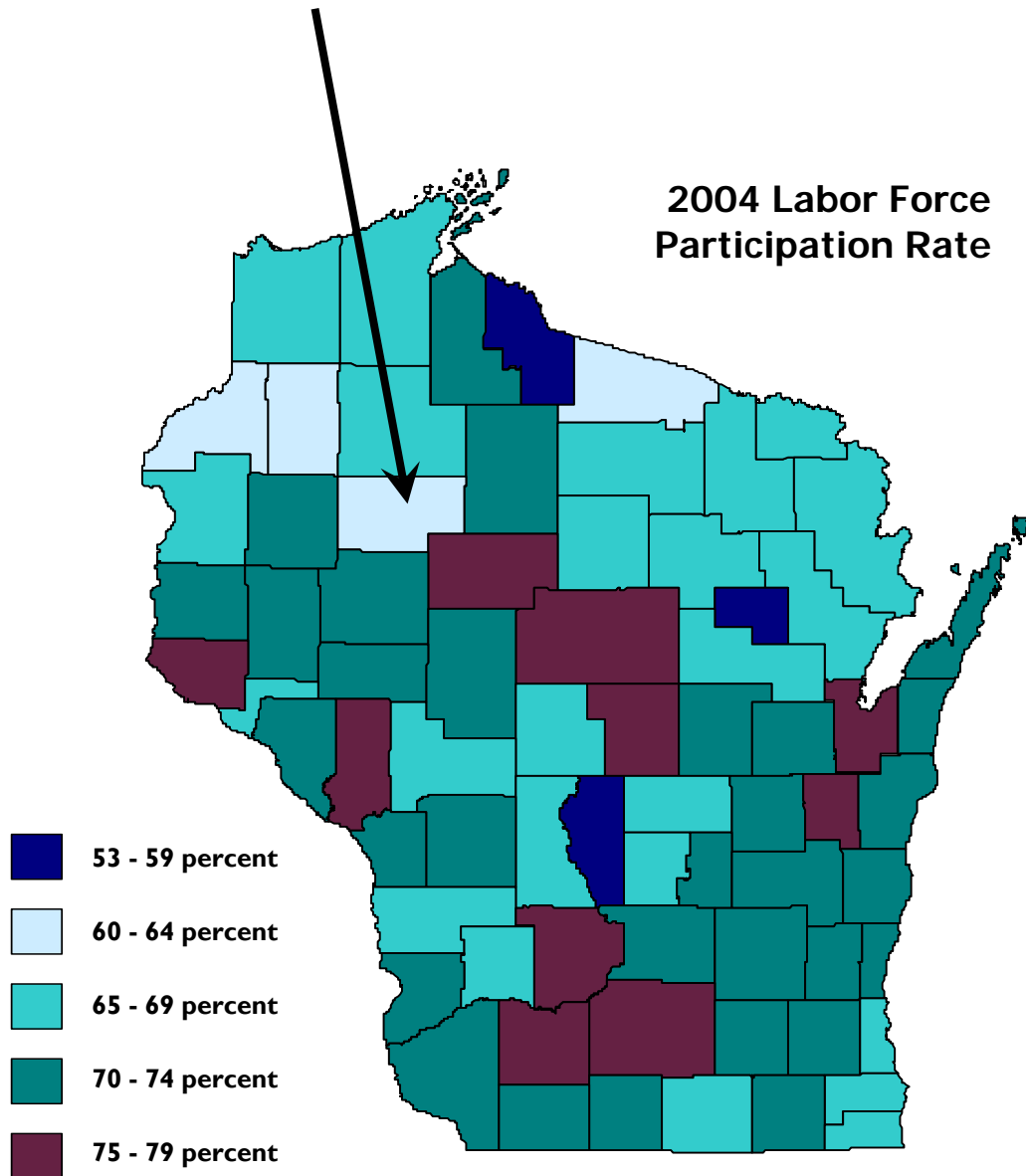


Rusk County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

Regional contact:
Beverly Gehrke
Office of Economic Advisors
15618 Windrose Lane # 108
Hayward, WI 54843
715.634.5289
Beverly.Gehrke@dwd.state.wi.us



State of Wisconsin
Department of Workforce Development
Office of Economic Advisors

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OEA-10647-P

County Population and Labor Force

Since 2000, the population in Rusk County increased by 122 individuals, a change of only 0.8 percent. The increase lagged both state and national changes and was the fourth slowest among Wisconsin's 72 counties.

The population increased from new residents moving into the county since deaths exceeded births. Since 2000, roughly 209 individuals moved to Rusk County. The Town of Flambeau experienced the greatest influx of residents followed by increases of 48 and 45 in the towns of Willard and Dewey, respectively while the City of Ladysmith lost residents.

While there is some evidence that some of those who move to the county are middle-aged that increase will not change the fact that the baby-boomers in the county are growing older. Population projections for the county foretell a future where the elderly increasingly comprise a larger share of the total population. In 2005, roughly 29 percent of the labor force aged population (16 yrs and older) is aged 60 years or older but by 2020 that share increases to 40 percent and is among of the highest in the state.

The labor force is a sum of factors that relate to the local population. Those factors include lower participation rates for women than men, much higher participation from middle-aged residents than either the young or elderly, and declining participation rates among the white population as minority participation increases. All of these factors are working against a rise in the number of labor force participants in Rusk County even as

Population and Labor Force

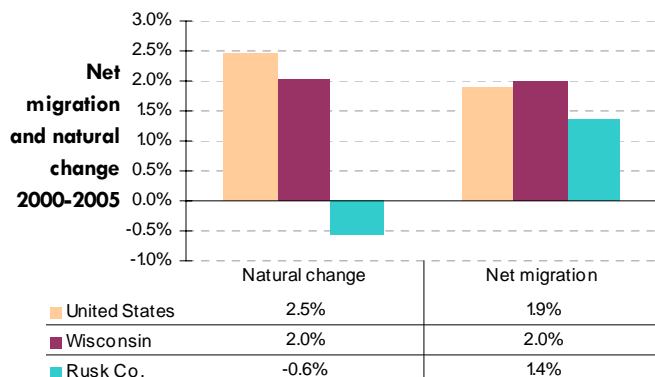
	United States	Wisconsin	Rusk County
Total population in 2000	281,424,602	5,363,715	15,347
Population est. Jan. 1, 2005	295,160,302	5,580,757	15,469
Change	13,735,700	217,042	122
% change	4.9%	4.0%	0.8%
2005 Labor force population*	224,837,000	4,339,938	12,222
Share of total population	76.2%	78%	79.0%
Labor force	147,125,000	3,071,179	7,815
Labor force participation rate	65.4%	70.8%	63.9%
2005 Population 16 yrs. & over	228,621,674	4,417,313	12,471
16-24 yrs old	37,489,370	743,764	2,109
Share of population 16+ yrs	16.4%	16.8%	16.9%
25-59 yrs old	142,248,896	2,708,865	6,790
Share of population 16+ yrs	62.2%	61.3%	54.4%
60 yrs and older	48,883,408	964,684	3,572
Share of population 16+ yrs	21.4%	21.8%	28.6%
Projected population: 2020	335,804,546	6,110,878	16,124
Population 16 yrs. & over	264,085,104	4,869,573	13,355
16-24 yrs old	37,918,865	681,586	1,270
Share of population 16+ yrs	14.4%	14.0%	9.5%
25-59 yrs old	150,678,402	2,756,884	6,721
Share of population 16+ yrs	57.1%	56.6%	50.3%
60 yrs and older	75,487,837	1,431,103	5,364
Share of population 16+ yrs	28.6%	29.4%	40.2%

* civilian population 16 yrs. and older not in an institution

Five largest municipalities in Rusk County

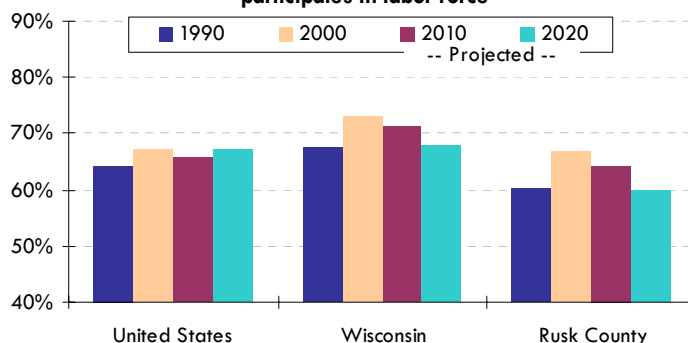
	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
Rusk County	15,347	15,469	122	0.8%
Ladysmith, City	3,932	3,715	-217	-5.5%
Flambeau, Town	1,067	1,124	57	5.3%
Thornapple, Town	811	821	10	1.2%
Bruce, Village	787	777	-10	-1.3%
Grant, Town	767	772	5	0.7%

Source: Wis. Dept. of Administration, Demographic Services, August 2005



Source: WI Dept. of Admin., Demographic Services & US Census Bureau

Percent of labor force age population that participates in labor force



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

the number of residents aged 16 years and over is increasing.

Even though there is a possibility that the current labor force participation rate of 63.6 percent will increase slightly as baby-boomers choose to remain in the workforce instead of retiring early, that increase will be short-lived. At best there would be no change from the current labor force size, but more probable is a labor force smaller than today's.

Revised Labor Force

The labor force in Rusk County has been declining since 2000 when it was at an all-time high with 7,925 participants and the reduction is occurring among both employed and unemployed residents. Over the last 15 years the number of employed in Rusk County increased by 886 while the number of unemployed changed very little although there were several years in the early 1990s when the number of unemployed was more than 700 and the unemployment rates were over 10 percent.

All labor force estimates for 1990 to 2004 have been revised. The more recent years reflect trends revealed during Census 2000 while the 1990s were updated to include changes from 1990 to 2000 but are still based on ratios from the 1990 census resulting in a correction in Rusk County from 1999 to 2000.

Looking beyond the break in the series the most significant increases in the Rusk County labor force occurred in 1992-1993. The increases in employment correspond with job-growth with county employers, especially those in manufacturing and trade. The increase in jobs opportunities encouraged greater labor force participation and participation rate increased from 60 percent in 1990 to 67 percent in 2000.

Rusk County Civilian Labor Force Estimates

	Labor force	Employed	Unemployed	Unemployed rate
1990	6,995	6,430	565	8.1%
1991	6,749	6,042	707	10.5%
1992	6,872	6,170	702	10.2%
1993	7,151	6,396	755	10.6%
1994	7,158	6,512	646	9.0%
1995	7,268	6,717	551	7.6%
1996	7,092	6,584	508	7.2%
1997	7,168	6,627	541	7.5%
1998	7,167	6,748	419	5.8%
1999	7,199	6,861	338	4.7%
2000	7,925	7,522	403	5.1%
2001	7,971	7,507	464	5.8%
2002	7,965	7,444	521	6.5%
2003	7,917	7,408	509	6.4%
2004	7,815	7,316	499	6.4%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

Education Attainment

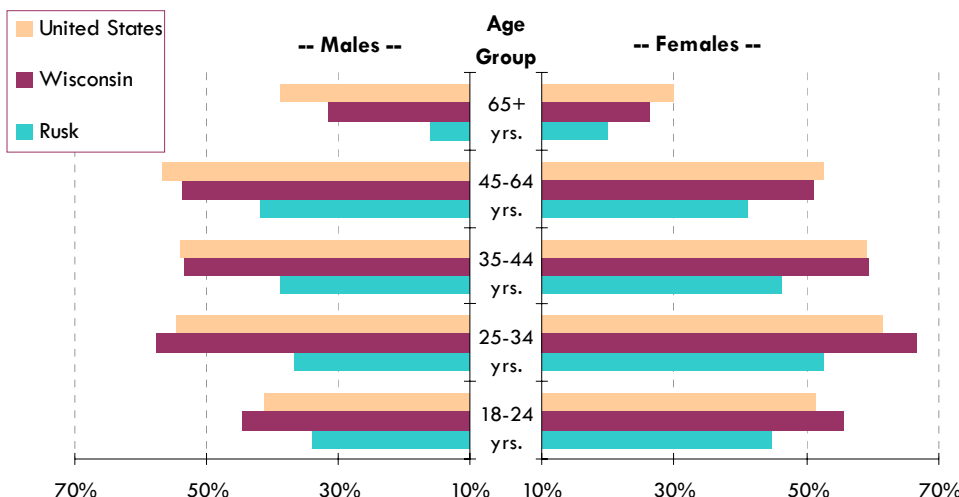
One of the most significant changes in employment that occurred during the last two decades was the shift from goods-producing to service-providing jobs. In tandem with this shift was the increase in demand for professional and technical workers employed in the high-skill services industries and the aggregation of these jobs in larger metropolitan areas.

Much of the job growth in high-skilled service jobs occurred in larger metropolitan areas while expansion in more rural economies produced lower-skilled service jobs and goods-producing jobs. The main exception in rural areas was job growth in health care and education, two industries with female-dominated professional and technical occupations. For

most counties in Wisconsin, including Rusk County, this helps explain why there is a greater proportion of females in nearly every age group with post-secondary education than males.

Growth of skilled professional and technical jobs in metropolitan areas attracted individuals from many rural areas. When students graduated from high school and left the area for post-secondary education there were few professional and technical job opportunities to bring them back to Rusk County. As a consequence, the share by age group of Rusk County residents with post-secondary education is less in every category than in the United States or Wisconsin.

Residents with post-secondary education



Source: US Census 2000, Summary file 3, QT-P20

Employment and Wages

Total employment in Rusk County declined in 2004 as nearly every industry sector lost workers. Among those that added workers were manufacturing and professional and business services (which includes temporary help agencies that provide workers to manufacturing employers).

Rusk County has the fourth highest share of manufacturing jobs among the state's 72 counties. Nearly 35 percent of all jobs in the county are with manufacturing employers which increases if you add the workers supplied by temporary agencies. Employers in Rusk, combined with those in Price and Taylor counties, provide 58 percent of the manufacturing jobs in the northwest region.

Average annual wages in manufacturing are the second highest in the county and the payroll makes up 44 percent of the total payroll from all employers. Manufacturing jobs increased 1.0 percent in 2004, better than the reduction experienced in the State of Wisconsin.

The highest average annual wage is paid to workers in the information sector but the industry's share of total employment is small as is the payroll. However, the annual average wage of \$39,954 comes close to that paid to industry workers in the state. Only workers in the other services sector, which

Average Annual Wage by Industry Division in 2004

	2004	2004		
	Average Annual Wage	Average Annual Wage	Percent of	1-year
	Wisconsin	Rusk County	Wisconsin	% change
All Industries	\$ 34,749	\$ 25,155	72.4%	5.3%
Natural resources	\$ 27,399	\$ 18,350	67.0%	-6.4%
Construction	\$ 41,258	\$ 27,732	67.2%	6.4%
Manufacturing	\$ 44,145	\$ 31,431	71.2%	6.0%
Trade, Transportation, Utilities	\$ 30,088	\$ 20,862	69.3%	4.5%
Information	\$ 41,759	\$ 39,954	95.7%	3.7%
Financial activities	\$ 45,103	\$ 25,523	56.6%	11.1%
Professional & Business Services	\$ 39,580	\$ 19,352	48.9%	-9.5%
Education & Health	\$ 36,408	\$ 23,819	65.4%	1.9%
Leisure & Hospitality	\$ 12,295	\$ 7,722	62.8%	2.0%
Other services	\$ 20,207	\$ 22,188	109.8%	7.4%
Public Administration	\$ 36,347	\$ 23,382	64.3%	7.5%

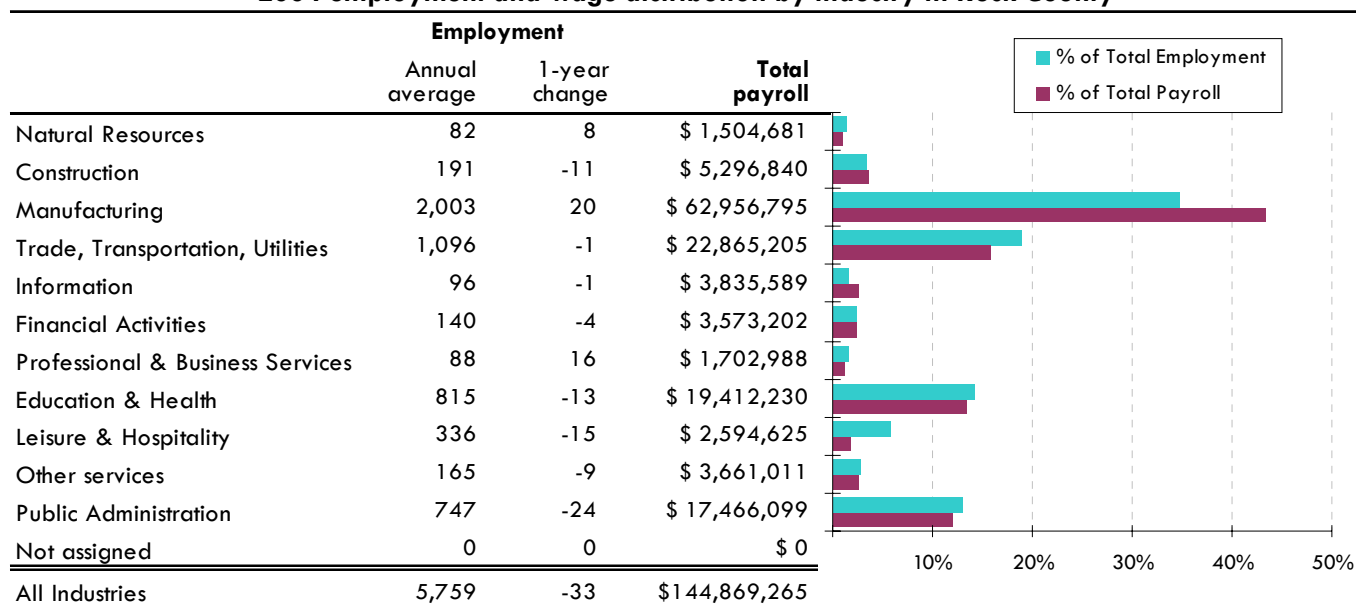
Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

includes repair and maintenance shops, beauty salons, and social advocacy organizations, earn a higher average wage than workers in the industry statewide.

Employers in the trade, transportation and utilities supersector provide the second greatest number of jobs and have the second highest total payroll. Average annual wages, however, rank 4th lowest in the county and are only 69 percent of the industry's wages in the state.

Overall, the annual average wage for all industries is 72.4 percent of wages. It increased 5.3 percent in 2004 to \$25,155 compared to an increase in the state of 4.0 percent.

2004 employment and wage distribution by industry in Rusk County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

Industry and Employers by Size

Top 10 Employers in Rusk County

Establishment	Product or Service	Size (Dec. 2004)
Weather Shield Mfg Inc	Wood window & door mfg.	500-999 employees
Jeld-Wen Inc	Wood window & door mfg.	500-999 employees
County of Rusk	Executive & legislative offices, combined	500-999 employees
Rockwell Automation Inc	Relay & industrial control mfg.	100-249 employees
Ladysmith-Hawkins School District	Elementary & secondary schools	100-249 employees
Artisans Inc	Commercial screen printing	100-249 employees
School District of Flambeau	Elementary & secondary schools	100-249 employees
Indianhead Community Action Agency	Managing offices	100-249 employees
Ladysmith IGA Plus	Supermarkets & other grocery stores	100-249 employees
Conwed Designscape	Custom architectural woodwork & millwork	100-249 employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

Prominent industries in Rusk County

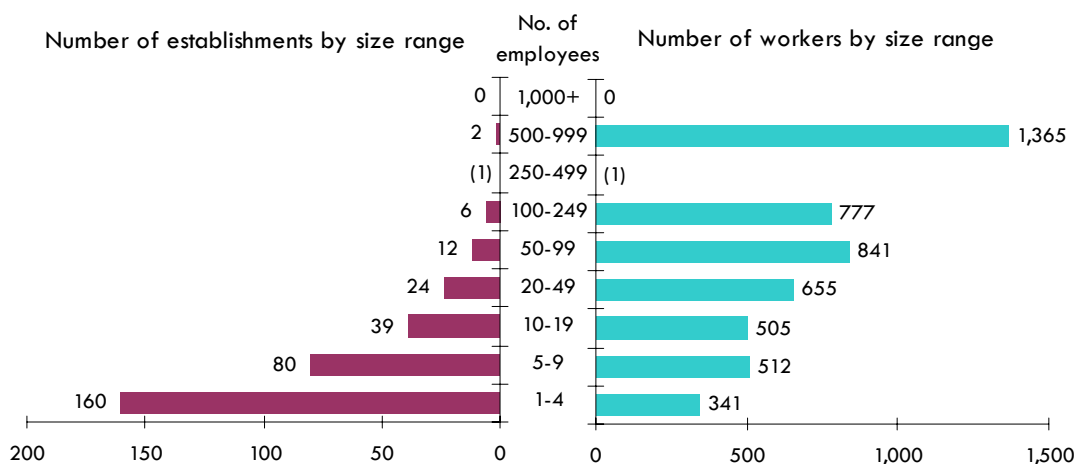
NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Wood product manufacturing	6	1,238	60	7
Executive, legislative, & gen government	29	687	32	25
Educational services	6	523	-1	-180
Food and beverage stores	*	*	not avail.	not avail.
Food services and drinking places	21	256	19	-49
Electrical equipment and appliances	*	*	not avail.	not avail.
Social assistance	9	199	-13	19
Printing and related support activities	*	*	not avail.	not avail.
Furniture and related product mfg	5	160	21	6
Membership organizations & associations	*	*	not avail.	not avail.

* data suppressed to maintain employer confidentiality

Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

Rusk County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

The importance of manufacturing in the county is very apparent on both the list of largest employers and the prominent industries list. Five of the county's ten largest employers are manufacturers including the two largest. Of the 2,003 jobs in manufacturing, over half are with employers in the largest industry group, wood products manufacturing. Also, there are two other manufacturing industry groups included on the prominent industries list.

It should be noted that the second largest industry group includes employment with the county's only hospital and the reason for the loss of 180 jobs in education, in part, reflects the closing of Mount Senario College.

The county's largest employers dominate several of the prominent industries, but not the food services and drinking places group. This group is on the list because there are many small employers who together provide 256 jobs in the county. The average number of workers per establishment in the group is 12 compared with manufacturing average of 206.

However, most of the county's jobs are with large employers. In fact, only 3 percent of the employers have more than 100 workers but provide roughly 52 percent of the jobs, while 74 percent have fewer than 9 workers and provide only 14 percent of the jobs in the county.

Per Capita Personal Income

The per capita personal income (PCPI) in 2003 in Rusk County of \$20,461 ranked 2nd lowest among Wisconsin's 72 counties. PCPI increased 2.7 percent in the last year but only 14 percent since 1998. The percent change over last year exceeded an increase in PCPI in the state of 2.5 percent but the change since 1998 ranked 52nd in the state and was considerably less than PCPI growth in the state of 17.2 percent and the county PCPI remains below Wisconsin's PCPI of \$30,685.

The per capita personal income report from the US Dept. of Commerce, Bureau of Economic Analysis, includes wages and salaries from job-holders, self-employed, proprietorships, and farmers. It also includes income from dividends, interest and rent; and income from transfer payments like social security, Medicaid, unemployment insurance, veteran's benefits, and welfare. The total of all these sources of income is divided by the total population to arrive at the per capita personal income.

Factors such as a higher share of residents without income (generally children), or residents on a fixed income (generally the elderly) can lower the PCPI. Another factor that heavily influences PCPI is net earnings, which comprise 70 percent of total personal income in the state and only 59 percent in Rusk County. Lower wages are the most significant factor in lower PCPI in Rusk County but there is also an adjustment of -\$3,257,000 for wages paid by area employers to workers who live outside the county.

Total personal income of \$311,9054,000 in Rusk County in 2003 was up 2.3

percent from 2002 and 13.3 percent from 1998. Total county income growth lagged changes in Wisconsin and the United States over the five-year period. Income losses from dividends, interest, and rent were offset by gains in wages and salaries and transfer payments.

Wisconsin Counties 2003 Per Capita Personal Income and Rank in State

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Wausara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005